	kefern Food Corporation - S			mary suppli	er # 425769)
R	JR3rd and4th Quarter 1997 PRO	OMOTION CA	LENDAR	UPDATED 7/25/97	
July	August		Septemb	er	October
Accrual/Defense Program Start Date	Accrual/Defense Program Start Date		ccrual/Defense Progra art Date	⊓ 38974-353 8/24/97	Accrual/Defense Program Start Date
End Date	End Date		nd Date	9/27/97	End Date
	WINSTON \$2 Price Plus Prog DORAL \$2 Price Plus Program	•	INSTON \$2 Price Plus I ORAL \$2 Price Plus Pro		
Value Added Promotion	Value Added Promotion	V	alue Added Promotion	and the same of the same	Value Added Promotion
Temp. Display Approved	Temp. Display Approved		emp. Display Approved	********	Temp. Display Approved
				90 (55) (40 (55) (40 (55)	
Doral or Forsyth Programs	Doral or Forsyth Programs 7/20/97 Start Date	7/20/97 St	oral or Forsyth P rogra art Date	ms sales that it	Doral or Forsyth Programs
End Date	8/23/97 End Date	8/23/97 Er	nd Date		End Date
WORTH \$2 Price Plus Program	WORTH \$2 Price Plus Progra	m	چوچەرىخى باغىلىدى دارىدىنى دارىدىنى دەھىلىكى بايلان بايلان ئالىلىكى بايلان بايلان بايلان بايلان بايلان بايلان ئۇرىي ئالىلى ئالىلىكى ئالىلىك	The second secon	The state of the s
DORAL On Carton Onserts	DORAL On Carton Onserts	D	DRAL On Carton Onsert	s :	DORAL On Carton Onserts
Placed on cartons at Wakefern	Placed on cartons at Wakefer	n Pi	aced on cartons at Wak	efem	Placed on cartons at Wakefern
Warehouse	Warehouse)		arehouse 💎 💛 🚓	111	Warehouse
Other Programs 1944 1975	Other Programs Start Date		ther,Programs ু এই ক্রিক্র art Date		Other Programs Start Date
End Date	End Date	Er	nd Date		End Date
All Shop Rite Stores receive the b	e or Group. Retail Accrual Programs sho enefit of Price Plus in addition to any inde	uld be conducted pendently run Ac	in all independently own	ned Shop Rite Sto	res.
Chain Involvement on Specific F Wakefern provides POS for cartor have signs made.	Program or Promotion n sections, advertising Price Plus Program	n. Stores also ma	ike Price Plus signage:	See store "sign m	aker" to
	lick Kuruc		0-	etailer	
Voice Mail #	43776	:	Ke	Date	7/25/97

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7/25/97